

## **Abstract**

Title: Sale support of adidas products

Goal: The aim of the bachelor thesis is the analysis of sales support adidas products, which takes place in the two largest and most important running races by RunCzech project. The second aim is to create proposal for sale support in 2015.

Methods: In this thesis was used the qualitative analysis – form of case study. All information about sales and registered runners were obtained by analysing documents. The dependence between results on sales and participants was determined by correlation analysis.

Results: The result of this bachelor work is new and modified proposal of sale support in 2015, which is based on the knowledge and results of sale support in 2014.

Analysis of sales support in 2014 revealed its target groups, marketability of goods, resulting sales and failings as well. These reveals were used for adjust of sales support in 2015. The major changes will be in adding more attractive forms of sales support and changes in selling products range.

Key words: event marketing, promotion, analysis, marathon.